# GOVERNMENT OF INDIA
# TEXTILES
# LOK SABHA

UNSTARRED QUESTION NO:2090
ANSWERED ON:10.03.2016
Chettinad Cotton Sarees
Parthipan Shri R.

**Will the Minister of TEXTILES be pleased to state:**

(a) whether the Chettinad cotton saree has recently won the 'India Handloom' tag for its unique designs and identity, if so, the details thereof;

(b) whether the tag was bestowed under the India Handloom Brand Scheme, if so, the details thereof;

(c) whether any logo was introduced to brand Chettinad cotton saree, if so, the details thereof; and

(d) whether the workers associated with the Chettinad cotton saree are likely to be benefited as a result thereof, if so, the details in this regard?

## Answer

MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) to (c): Yes, Madam. Chettinad Cotton Saree has been registered under India Handloom Brand (IHB Reg. No. TN/002/2015) and the producer namely M/s Amarar Rajiv Gandhi Handloom WCS, Ltd. of Karaikudi, Sivagangai Distt., Tamil Nadu, is authorized to use IHB Logo.

(d): The workers behind production of Chettinad Cotton Saree will be benefitted in terms of producing high end handloom products and they will get increased wages.
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